



MEMORANDUM

To: Honorable Mayor and Town Council
From: Rafael G. Casals, Town Manager
Date: May 18, 2016
Re: Adoption of a Town Floodplain Management Program for Public Information (PPI)

REQUEST

A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, RELATING TO THE ADOPTION OF THE TOWN FLOODPLAIN MANAGEMENT PROGRAM FOR PUBLIC INFORMATION; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND AND ANALYSIS

FEMA's National Flood Insurance Program's (NFIP) Community Rating System (CRS) encourages communities to implement standards, policies, and programs that go above and beyond the minimum NFIP regulations in return for lower flood insurance premiums. Every 500 points a community earns on its CRS Application is a 5% reduction in the cost of flood insurance. Currently, the Town has earned enough points to qualify as a Classification 6 which saves policy holders twenty percent (20%) on the cost of flood insurance. Town staff recently submitted a new CRS Application with the goal of lowering our classification to a CRS Rating of five (5) which will result in a twenty-five percent (25%) reduction on the cost of flood insurance premiums to all Town property owners.

The Town first entered into the CRS program in May of 2011. On April 22, 2016, the Insurance Services Office (ISO), on behalf of Federal Emergency Management Agency (FEMA), visited the Town for its first five (5) year Cycle Verification Visit. The ISO reviewed and verified the Town's CRS Application for compliance with the new 2013 CRS Coordinator's Manual. As a result of this visit, the Town is in position to meet the above stated goal of lowering the Town's classification to a CRS Rating of five (5) and a twenty-five percent (25%) reduction on the cost of flood insurance.

In order to improve the Town's likelihood of achieving a CRS Rating of five (5), the Town Council is asked to review and adopt a program for public information; indicating that community officials are fully aware of the annual requirements of the Town's flood-related outreach and public information efforts. The 2013 Coordinator's Manual





provides credit under CRS Activity 330 for Outreach Project (See Attachment “A” – 2013 CRS Coordinator’s Manual) for a comprehensive approach to outreach and public information to address its flood-related hazards.

As a result of this new credit, the Town’s Floodplain Mitigation Plan Advisory Committee with the guidance of both Town staff and the Town’s professional consultant (AMEC Environmental and Infrastructure, Inc.) have coordinated with FEMA’s CRS Program representative to develop a Town Floodplain Management Program for Public Information (the “PPI”) which outlines specific messages and measurable outcomes, identified target audiences where information materials should be delivered, and assigned responsible departments which must prepare and/or see that the projects are implemented.

Additionally, the PPI leverages other stakeholders such as Miami-Dade County Emergency Management, Florida Department of Emergency Management, and FEMA for certain prepared public information material which adds additional credit for the PPI. The implementation of the Town Floodplain Management Program for Public Information, may result in up to 100 points under Activity 330 where the maximum credit for that activity is 350 points.

RECOMMENDATION

It is recommended that the Mayor and Town Council adopt the proposed resolution for the Town Floodplain Management Program for Public Information.

